



WORLD PROGRAMMES



PROMOTION OF OLYMPIC VALUES



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INTRODUCTION

GENERAL STRATEGY

The educational aspect of Olympism and the Olympic values are the foundation of the unique character of the Olympic Movement. Sport thus represents a powerful tool and has the potential to play a fundamental role within society at large, particularly with respect to the younger generations.

The values of friendship, respect and excellence are at the heart of the mission and activities of National Olympic Committees (NOCs) worldwide, as they are responsible for developing and promoting the Olympic ideals in their respective countries, in line with the Olympic Charter. During the 2013-2016 quadrennial plan, Olympic Solidarity will continue to offer NOCs opportunities to bring Olympism and Olympic values to life, in line with International Olympic Committee (IOC) policies and in fields as diverse as the protection of athletes' health, environmental sustainability, gender equality, widening sports practice and lifelong Olympic education as well as preserving heritage.

Five programmes are in place to assist NOCs and enable them to play a key role at grassroots level within their respective communities, thereby putting IOC policies and programmes into practice. Each NOC can choose whether to focus its efforts on one or more areas, in accordance with its strategy, structure and needs. During the 2013-2016 plan, Olympic Solidarity will continue to encourage NOCs to increasingly take a strategic and long-term outlook in the fields related to the Olympic values, that they have identified as key priorities for this four-year period.

OBJECTIVE

To promote the Olympic values on a worldwide scale by assisting NOCs to put Olympism and Olympic education at the heart of their role/mission and national level activities, in line with the Olympic Charter.

PROGRAMMES STRUCTURE

For this purpose, within the "Promotion of Olympic Values", five dedicated programmes are available to NOCs during the 2013-2016 quadrennial plan in the following fields:

- Sports Medicine
- Environmental Sustainability in Sport
- Women & Sport
- Sport for All
- Olympic Education, Culture & Legacy (including International Olympic Academy).



In light of the evaluation of the 2009-2012 plan as well as the evolution of IOC policies/programmes, a number of changes have been introduced compared to the previous plan. For instance, the programmes previously known as “Culture & Education”, “International Olympic Academy” and “NOC Legacy” have been merged into one, all-encompassing programme, in order to build on synergies between these areas. The scope of the activities covered within each of the five programmes has also been further defined, as highlighted in the guidelines.

Moreover, a new element has been added, beyond “NOC Initiatives” and the participation of NOCs’ delegates in “IOC World Conferences”. Consequently, NOCs will also potentially benefit from “Other Opportunities” which may arise during the course of the 2013-2016 quadrennial period in one of the specific fields covered. This element allows the programme to evolve, giving NOCs the chance to participate in activities (e.g. specific training) that may be developed during the course of the quadrennial plan by, for instance, other IOC departments or key partners.

The table below provides a summary of the three main offers, available under each of the five programmes:

NOC Initiatives	<ul style="list-style-type: none">• Assistance towards setting up and undertaking specific, national-level NOC Initiatives.• Dedicated guidelines, application and administrative report forms for each of the five programmes available.• Financial guidelines & report form: standardised across all World Programmes.
IOC World Conferences	<ul style="list-style-type: none">• Financial assistance towards the participation of a number of selected NOCs' delegates in IOC World Conferences.• Specific guidelines, application and administrative report forms for IOC World Conferences.• Financial guidelines & evaluation report form: standardised across all World Programmes.• Announcement on NOCnet with further details prior to each IOC World Conference.
Other Opportunities	<ul style="list-style-type: none">• Assistance towards participation of NOCs in specific, ad hoc opportunities (e.g. training) that may become available during 2013-2016 plan.• Information published via NOCnet if and when additional forms of support are available.



PARTNERS

These programmes are managed by Olympic Solidarity's Lausanne office, in line with the policies set by the IOC and its Commissions in these specific fields. In certain instances, Olympic Solidarity may ask for the technical assistance and expertise of relevant IOC Commissions, IOC departments, NOCs and/or other external partners, as appropriate.

In addition, NOCs may also establish long-term partnerships in line with their role/mission, needs and the specific local and national context, in the fields that they have identified as strategic priorities. NOCs may, for instance, be working with governmental authorities, National Federations (NFs), National Olympic Academies (NOAs), non-governmental organisations (NGOs), local United Nations (UN) agencies and/or academic institutions.